



Applicant: Mittman et al.
Examiner: Yehdega Retta
Serial No.: 09/922,425
Art Unit: 3622
Filed: August 3, 2001
Docket: 02-346-B

CERTIFICATE OF FIRST CLASS MAILING UNDER 37 CFR
1.8

• The undersigned hereby certifies that the following:

° 1. RESPONSE TO OFFICE ACTION

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Mittman et al.

Serial No. 09/922,425

Filed: August 3, 2001

For: MEDIA PURCHASE GOAL
CORRELATION SYSTEM

PATENTS

Primary Examiner:
Yehdega Retta

Art Unit 3622

Patricia Lewis
#8/response
Extension
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RESPONSE TO OFFICE ACTION

Honorable Commissioner of
Patents and Trademarks
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Sir:

Responsive to Office Action Number 1 mailed August 5, 2002, Applicant responds as follows:

Claim Rejections 35 U.S.C. §112

2. The Examining Attorney has rejected Claims 1-8 under 35 U.S.C. §112, first paragraph, as containing subject matter which is not described in the specification in such a way as to reasonably convey to one skilled in the relevant art that the inventors, at the time the application was filed, had possession of the claimed invention. The Examining Attorney has stated that "... the specification does not teach how the Internet website address being accessed by the user relates to the media purchase."

As can be seen in three of the clauses of Claim 1, the Internet website is included in the media purchase:

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